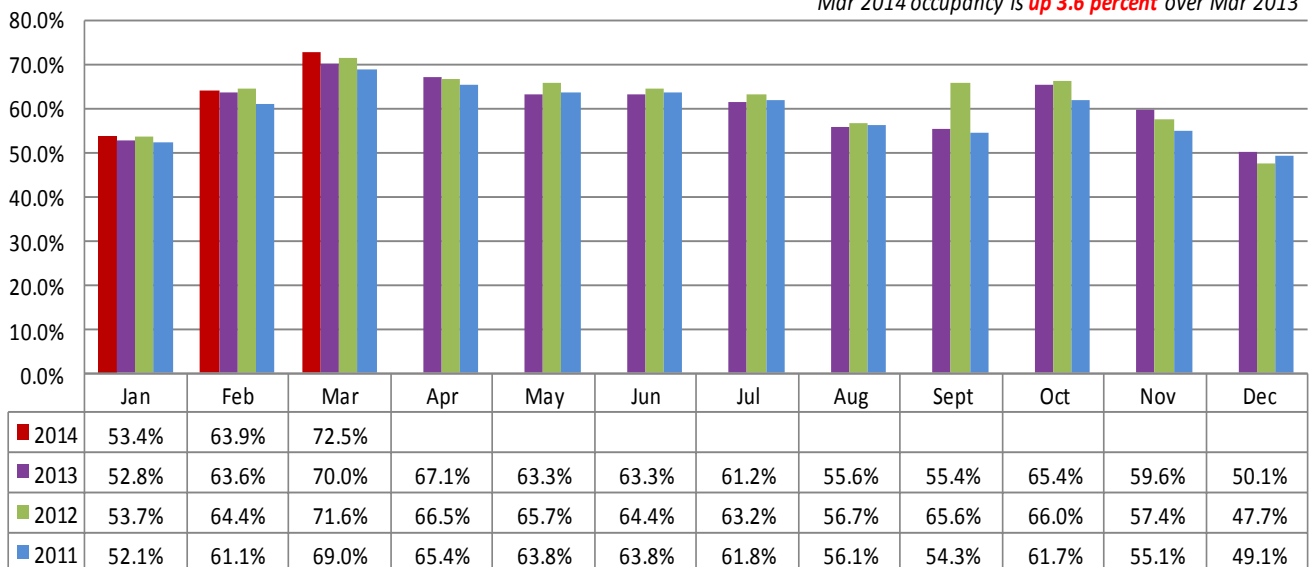


LODGING TRENDS

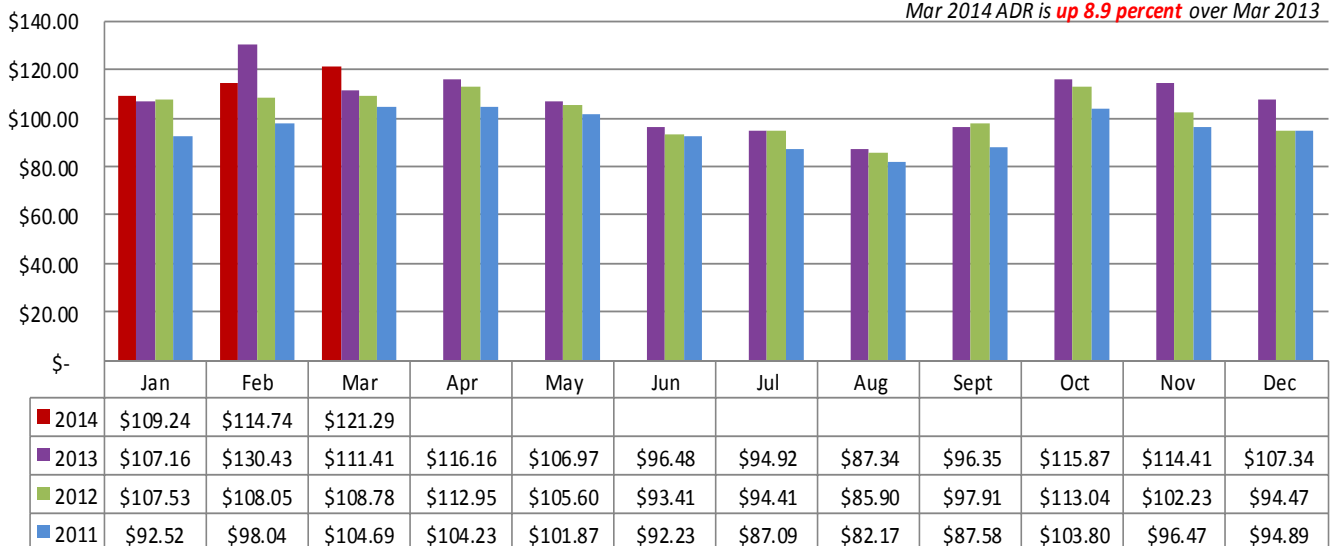
Hotel Occupancy (%) Trends: CY 2011 - YTD Mar 2014

Mar 2014 occupancy is **up 3.6 percent** over Mar 2013



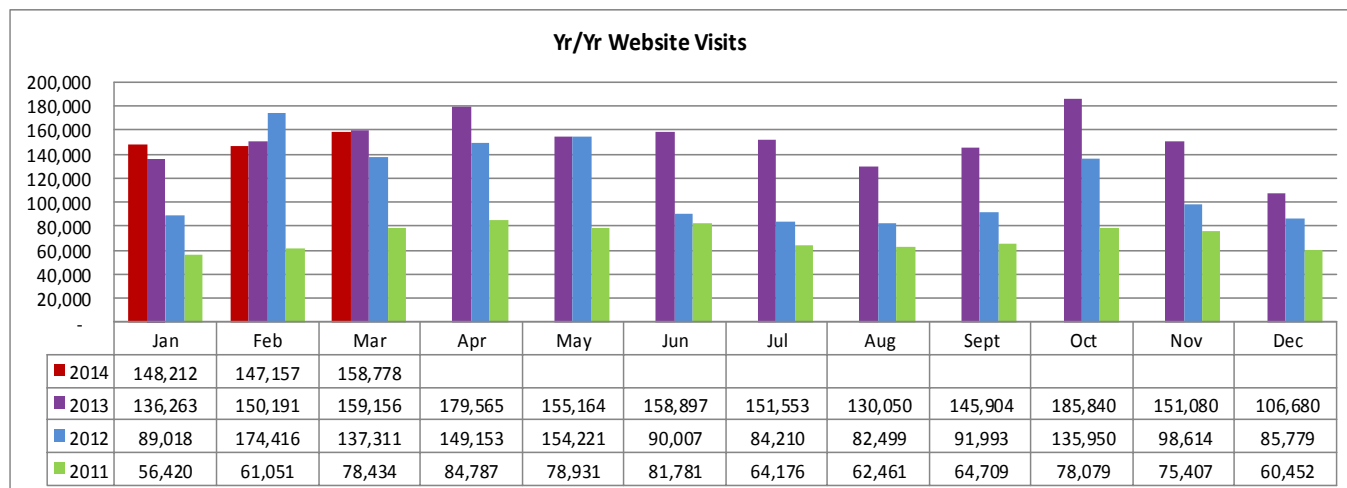
Hotel Average Daily Rate (ADR) Trends: CY 2011 - YTD Mar 2014

Mar 2014 ADR is **up 8.9 percent** over Mar 2013

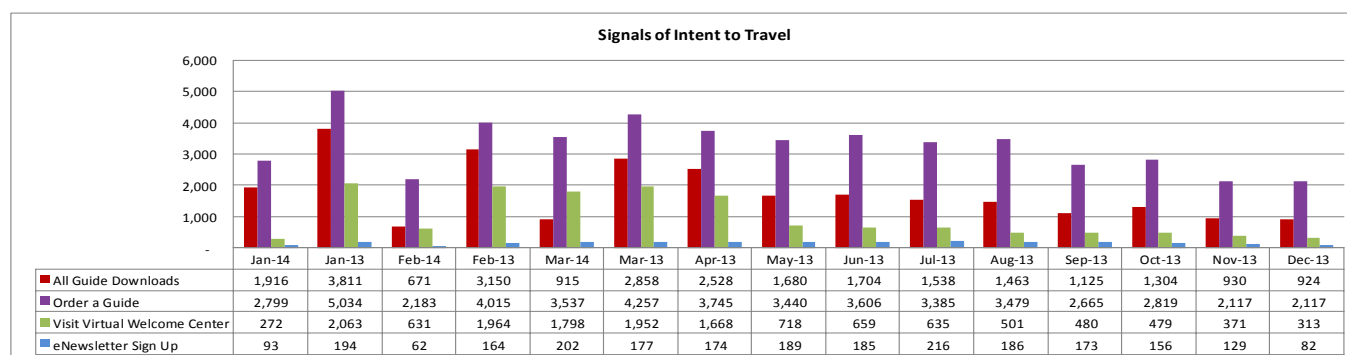


Source: Smith Travel Research

LOUISIANATRAVEL.COM

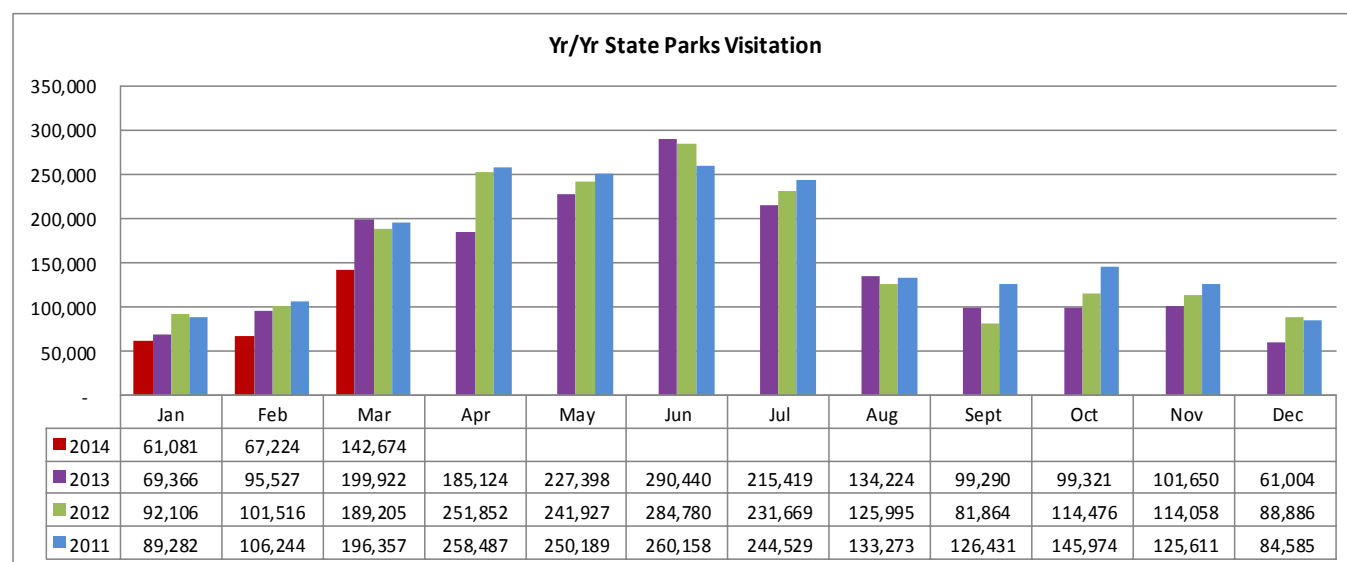


LouisianaTravel.com website had a slight decrease of 0.2 percent in web visits from March 2014 over 2013.



Source: Google Analytics

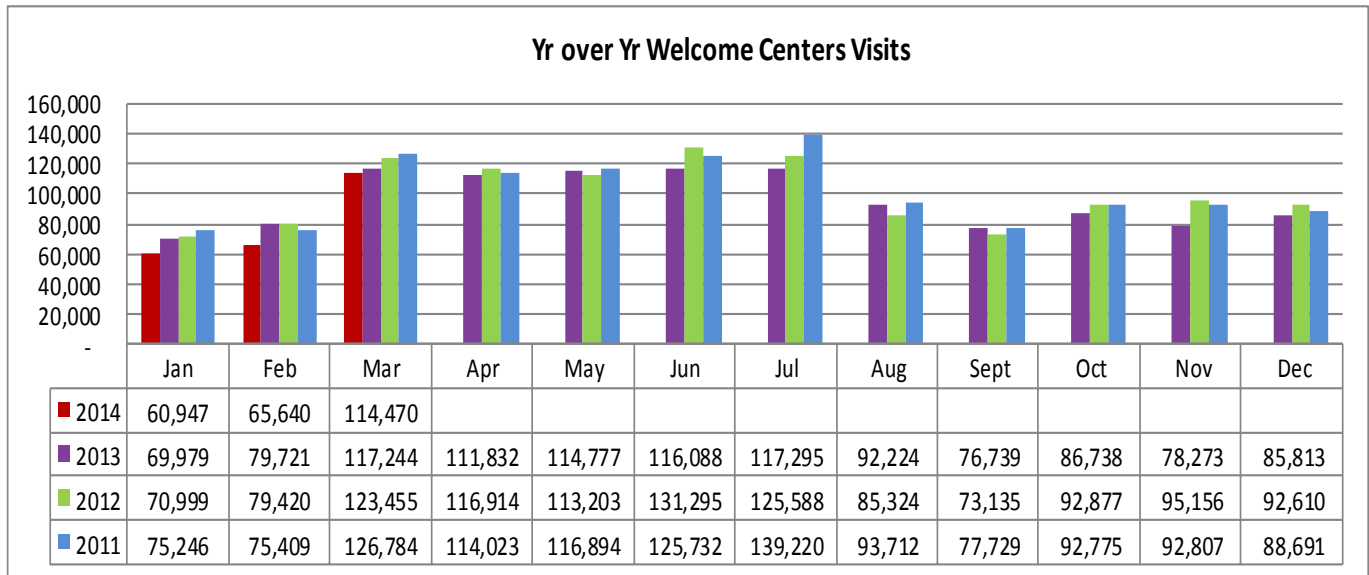
STATE PARKS



Source: Louisiana State Parks

For detailed information, contact Reggie Dumas with State Parks at rdumas@crt.la.gov or 225.342.8106.

WELCOME CENTERS



Statewide welcome centers had a slight decrease of 2.3 percent visitation in March 2014 over March 2013.

Welcome Centers Visitor Totals

International - Mar 2014	
Canada*	3,944
United Kingdom	1,097
France	1,032
Germany	695
Mexico	480

States** - Mar 2014	
Texas	23,877
Mississippi	9,008
Alabama	6,690
Florida	6,015
Illinois	2,438

Cities** - Mar 2014	
Houston, TX	3,401
Mobile, AL	1,923
San Antonio, TX	1,092
Pensacola, FL	779
Dallas, TX	701

International Jan - Mar 2014	
Canada*	8,251
France	1,926
United Kingdom	1,671
Germany	1,265
Mexico	1,037

States** Jan - Mar 2014	
Texas	48,737
Mississippi	19,762
Alabama	13,647
Florida	13,056
Georgia	5,140

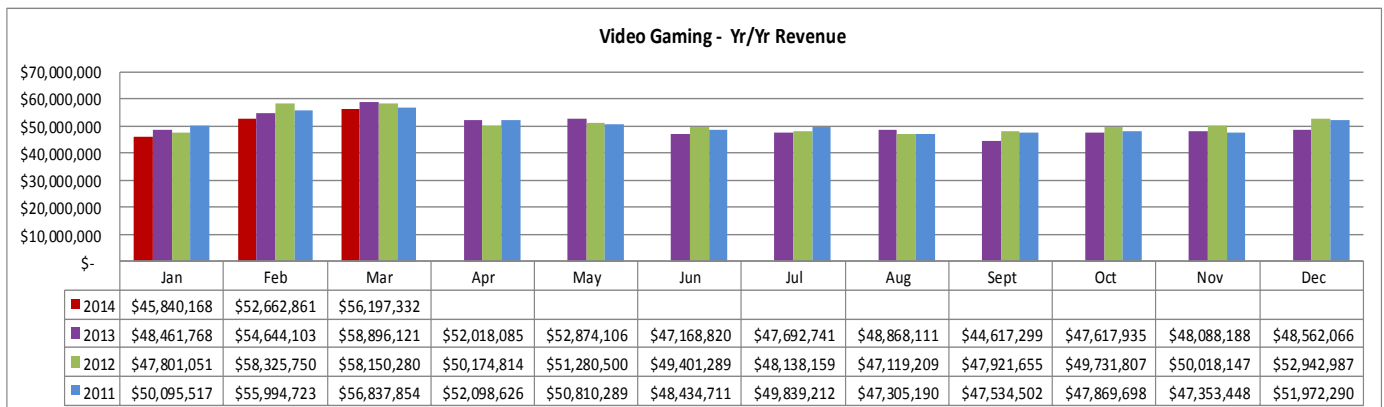
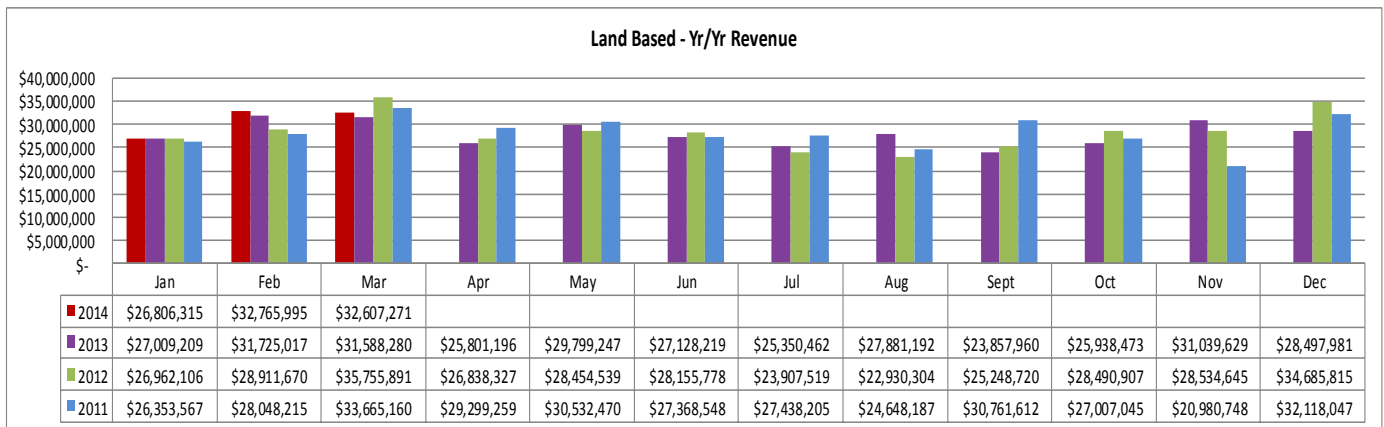
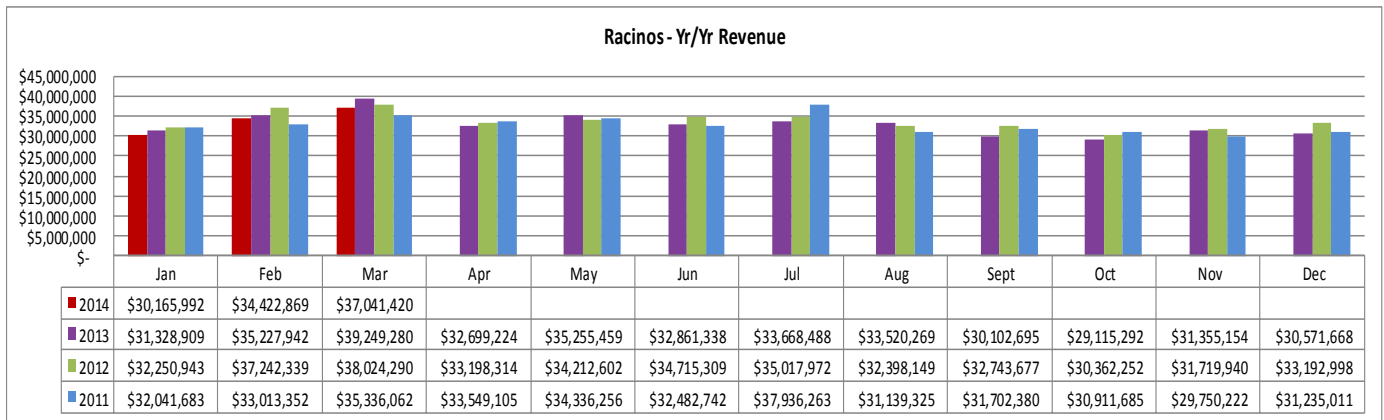
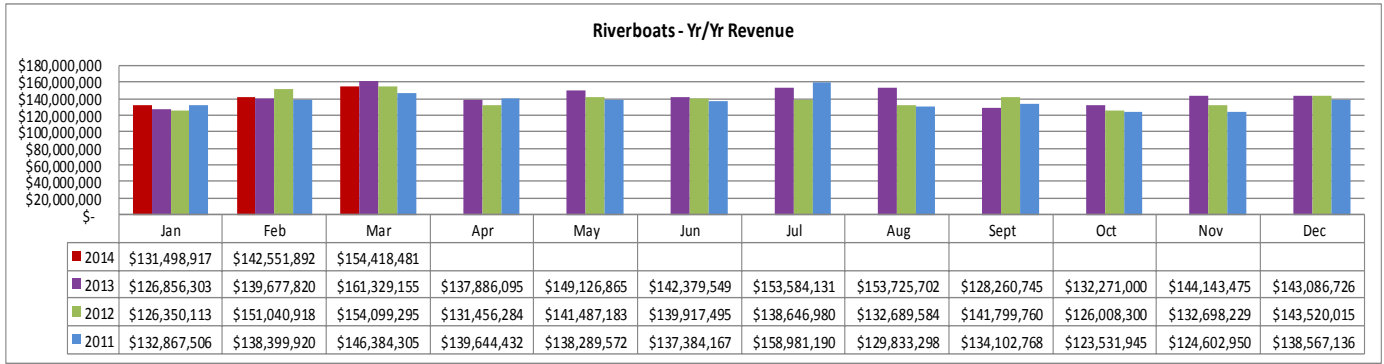
Cities** Jan - Mar 2014	
Houston, TX	7,318
Mobile, AL	3,165
San Antonio, TX	2,067
Pensacola, FL	1,697
Dallas, TX	1,429

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

GROSS GAMING REVENUE



Source: Louisiana State Police